What is claimed is:

1.   A method for conducting a network-televised, commercial-free game show in which revenue-generating advertisements and entertainment are integrated, wherein the method comprises the steps of:

(a)   selecting a predetermined number of contestants to participate in each game, and providing each contestant with the rules for playing the game;

(b)   providing each contestant with a square game board comprising a set of unlighted squares each of which contains one of a set of randomly generated numbers, wherein the squares are in an equal number of rows and columns, which is an odd number, and in which the center square on the board is a free square;

(c)   displaying a segment of an advertiser's commercial to all contestants and to the public;

(d)   receiving a response from a contestant concerning the commercial segment; wherein a correct response identifies the product displayed in the commercial segment and the brand related thereto;

(e)   lighting a square of the game board of the contestant making the correct response, wherein no square is lighted if the response is incorrect;

(f)   displaying the advertiser's commercial in it's entirety, then

(g)   repeating steps (c) through (f) until a contestant's game board has all consecutive horizontal, vertical or diagonal spaces in a single, straight line lighted, at which point the first contestant to do so wins a predetermined prize.

2.   The method of claim 1, further comprising an Internet link for viewing advertisement segments by potential contestants seeking an opportunity to qualify as contestants on the network televised game show.

3.   The method of claim 2, further comprising interacting at an Internet Web site with responses to at least one advertiser survey.

4.   The method of claim 1, wherein the contestant game board comprises 49 squares, configured in a 7 square by 7 square pattern, and one additional center free square.

5.   The method of claim 4, wherein the set of randomly generated numbers to be placed within each square in step (b) comprises computer-generated numbers ranging from 1 to 60, plus one additional preselected number greater than 60.

6.   The method of claim 1, further comprising the lighting of a previously unused random number on a Host Board to indicate which numbered square is lighted in the contestant game boards in step (e) in response to a correct contestant answer.

7.   The method of claim 1, further comprising playing a round-up session, whereby a contestant selected to play the round-up session can, by properly identifying selected products and brands shown in a series of advertisement segments, select to add to his own contestant game board all of the previously lighted squares from the contestant game board of another contestant.

8.   The method of claim 7, wherein the playing of the round-up session is triggered by the appearance of a predetermined Host Board number, which is greater than the highest of the randomly selected numbers in step (b).

9.   The method of claim 1, further comprising playing a round-up session, whereby a contestant selected to play the round-up session loses all previously lighted squares on his contestant game board by failing to properly identifying selected products and brands shown in a series of advertisement segments.

10.   The game show produced by the method of claim 1.

11.   The method of generating revenue from a network-televised, commercial-free game show in which revenue-generating advertisements and entertainment are integrated, wherein the method comprises producing such a network televised, commercial-free game show played according to the steps set forth in claim 1.